

ESSENTIAL  
CHINA  
TRAVEL  
TRENDS  
2012

# Partnership & Sponsorship Deals

**Essential China Travel Trends Booklet  
Dragon Edition 2012**

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# China's Tourism

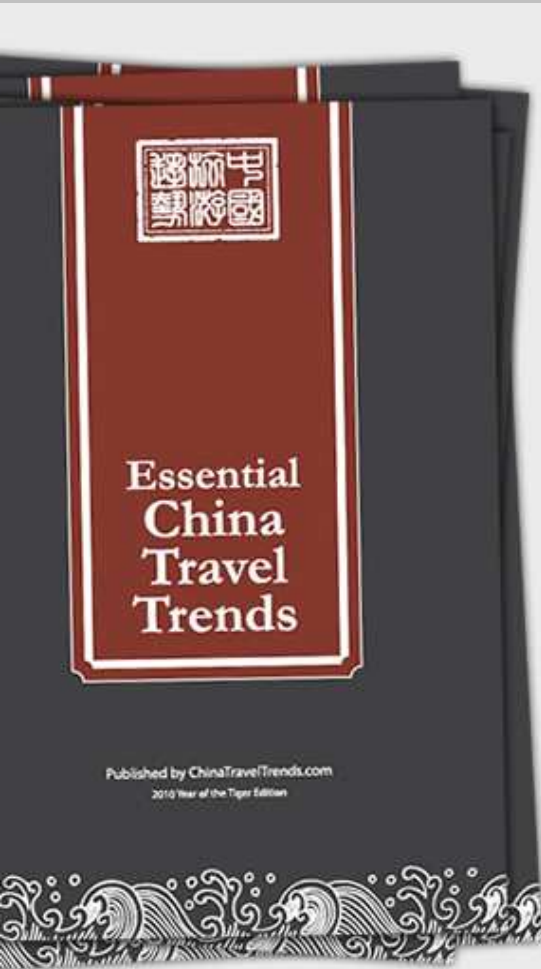
- The rise of Chinese Tourism has gotten the attention of a lot of travel, tourism, and hotel companies. **100 million Chinese** will be global travelers by 2020, according to the United Nations World Tourism Organization.
- On the back of three decades of spectacular growth and development, China recently became the **second largest economy in the world** behind the United States.
- The country has also become a **major market** for the world's leading international consumer goods companies.
- **Travel brands** are trying to capture the attention of this very valuable new customer segments, but not without significant challenges due to the complexity of the market.
- „... Already the world's fourth most visited destination today, by 2020, China is expected to become **the leading international tourism destination** and the fourth largest outbound travel market...“ (Taleb Rifai – UNWTO)



# About the Essential China Travel Trends Booklet



- **The first edition** of the 'Essential China Travel Trends' – the '**Tiger Edition**' was published in 2010 and released during the Global Tourism Summit in Beijing, with support from PATA, UNWTO, and WTTC.
- „... This comprehensive study of travel trends in China provides **invaluable insights** into one of the fastest growing travel and tourism markets in the world.“ (Taleb Rifai – UNWTO)
- The Essential China Travel Trends **Tiger Edition** can be downloaded at: <http://bit.ly/tigerctt>
- The booklet's **target readers** are travel and tourism executives of organizations from hotels, tourist boards, cruise lines, airlines, tour operators, travel agents both online and offline, and others who are looking to entering the Chinese market or developing their business in China.



# Essential China Travel Trends Booklet Dragon Edition 2012



- **The Dragon Edition** of the Essential China Travel Trends handbook, for the second time provides valuable insights from subject matter experts in the areas of:
  - luxury consumers,
  - internet and social media landscape,
  - technology and mobile growth,
  - hotel development,
  - outbound and inbound tourism,
  - and much more.
- The Essential China Travel Insights Booklet is a **China Travel Trends** publication, co-produced by **Dragon Trail, PATA & COTRI**.

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- Release in March 2012

# Dragon Edition Authors

1.9 billion

In the year of 2009, about 1.9 billion trips  
were taken within China's borders.



- We are currently finalizing the review and production of the 'Essential China Travel Trends' Booklet's Dragon Edition. Numerous articles by outstanding authors have been submitted and will add up to a highly interesting **collection of current China Travel Insights**.
- Among the **Dragon Edition's contributors** are
  - CNTA,
  - COTRI,
  - Dragon Trail,
  - Green Earth Travel,
  - IPK International,
  - PATA,
  - TUI,
  - VariArts,
  - and more.

# Dragon Edition Booklet 2012

## Distribution & Reach



- The Essential China Travel Trends booklet will be **distributed mainly through our partner associations**, which also print their own stack of booklets for distribution among their members and partners:

- UNWTO (World Tourism Organization),
- WTTC (World Travel Tourism Council),
- PATA (Pacific Asia Travel Association),
- HSMAI (Hospitality Sales & Marketing Association International),
- DMAI (Destination Marketing Association International),
- ATME (Association Travel Marketing Executives),
- ATTA (Adventure Travel Trade Association),
- IFITT (International Federation of Information Technology in Travel and Tourism),
- MTCO (Mekong Tourism Coordinating Office),
- ICTP (International Council of Tourism Partners),

875,000

Chinese have more than 10 million RMB (1.47 million USD).  
Source: 2010 Hurun Wealth Report





# Dragon Edition Booklet 2012

## Distribution & Reach



- In addition to distribution through our partners and associations, printed copies of the Essential China Travel Trends will also be distributed at some **20 major travel and tourism industry fairs and conferences** around the world.
- Next to printed copies there is also an **eBook version**, distributed through our website [www.chinatraveltrendsbook.com](http://www.chinatraveltrendsbook.com) and through partners and associations.
- **Total distribution** of printed copies and eBooks is estimated to reach at least **75.000**, likely more than that with some exciting new cooperations still pending.

100 million

100 million Chinese will travel abroad by 2015, and total spending by Chinese outbound travellers will exceed US\$ 100 billion in five years time – more than double this year's projected total  
(Source: China National Tourism Administration, 2010)



◀ Tiger Edition Original Version (Print & eBook)

Private label version for Atout France in French language ▶



# Dragon Edition 2012 Sponsorship Opportunities



48% of China's millionaires live in Beijing, Guangdong and Shanghai.  
Source: 2010 Hurun Wealth Report



- **Silver Sponsorship:**

One page advertisement  
(postcard size ~11x16cm)

Fee: RMB 25.000,-



- **Gold Sponsorship:**

Two page advertisement  
(2 postcard sizes ~22x16cm)

Fee: RMB 40.000,-



- **Platinum Sponsorship:**

2 pages on the inside back cover

Logo listed on back cover with the producers and co-producers  
(China Travel Trends, PATA, Dragon Trail and COTRI)

Mentioned in press releases as prime sponsor

Fee: RMB 150.000,- (only one spot available)



# Dragon Edition 2012 Partnership Opportunities



## • Opportunity 1 - Redistribution:

- Event organizers and industry associations may partner to distribute the booklet to their conference attendees, and members.
- To distribute the book via its eBook version is free. The print version is also free.
- Fee: Free, The partner only has to cover printing cost.

## • Opportunity 2 - Private-label Version:

- Companies like National Tourism Organizations (such as Atout France) can apply to private-label the booklet for their own distribution - customized for their membership or audience.
- Any cost, from translation to design has to be covered by the partner.
- The private-label version can include the logo of the partner, as well as a welcome message by the CEO/Chair, however any of the content of the book cannot be altered (deletion of certain articles, sponsors, etc.)
- **Includes a 2 page advertisement space** (gold sponsorship)
- Fee: RMB 50.000



# Special Deals with our Chinese Travel Website Report



- We also offer **special sponsorship package deals** which include advertising space in the Essential China Travel Trends booklet as well as in our publication '**The first Chinese Travel Website Evaluation Report**', a China Travel Trends publication, produced by the Ecole Hôtelière de Lausanne and Dragon Trail.
- The report analyses the **quality of the Chinese editions of the websites** of (300) international hotels, (350) tourism boards and cruise companies based on 3 criteria: Design aspect, Content aspect and Social media integration.
- This **research's aim** is to assess the effectiveness of the hospitality industry in reaching out to the emerging Chinese outbound market.
- These special sponsorship deals also **support a group of students** representing the Ecole Hôtelière de Lausanne's Junior Enterprise by allowing them to join the ITB in Berlin for the report's official launch.
- **Fees for sponsorship deals in both publications**
  - Silver Sponsorship (one page ad) RMB 35,000 (instead of 50,000)
  - Gold Sponsorship (two pages ad) RMB 60,000 (instead of 80,000)
  - Platinum Sponsorship: RMB 250.000 (instead of 300.000)

48% of Chinese travelers use online travel discussion forums to fine-tune plans.  
Source: Nielsen Outbound Travel Monitor



# Sponsorship Contact Info

- For **inquiries and further details** on sponsorship in the Essential China Travel Trends booklet as well as for package deals, please contact us at

[stefan@chinatraveltrends.com](mailto:stefan@chinatraveltrends.com)

## **Please note:**

- This is a **non-profit publication**, so sponsorship spots only serve to cover our production cost and are **very limited**.
- **Category exclusiveness** (being the only sponsor in a certain product or service category) is also available at an extra fee.
- **Deadline for all sponsorship deals:**  
January 12th 2012

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**Interested? Contact Us:**

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